

DECLARATION AND POWER OF ATTORNEY

UTILITY APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled **Individualized Electronic Commercials**, the specification of which

Check One

☐ is attached hereto.



☒ was filed on October 12, 1999 as Application Serial No. PCT/US99/23781.

I have read the applicable statutes and rules reprinted below this declaration which I understand to describe subject matter which is material under 37 CFR 1.56(a).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above. I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a). I hereby claim **foreign priority** benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

APPLICATION NO.	COUNTRY	DATE OF FILING	PRIORITY CLAIMED (Y/N)
PCT/US99/23781	PCT	October 12,1999	Yes

I hereby claim the benefit under Title 35, United States Code, §120 of **any United States application(s)** listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application.

APPLICATION NO.	DATE OF FILING	STATUS PATENTED, PENDING OR ABANDONED

POWER OF ATTORNEY: As a named inventor, I hereby appoint as my attorneys, with full power of substitution and revocation, to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

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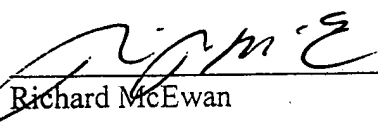


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INVENTOR NO. 1		
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Residence of Inventor: <u>Dana Point, CA</u> <i>JA</i>	Country of Citizenship: U.S.A.	

INVENTOR NO. 2		
Last name of inventor: <u>HERRING</u>	First Name: <u>Serge</u>	Middle Initial:
Residence of Inventor: Deceased	Country of Citizenship: U.S.A.	

SIGNATURES	
<p>Signature of Inventor No. 1:</p> <p><i>-11</i> </p> <p>Richard McEwan</p>	<p><u>9/13/01</u></p> <p>Date</p>
<p>Signature of Inventor No. 2:</p> <p>Executed on behalf of Serge Herring (deceased) by his Co-Executors</p> <p><i>-11</i> </p> <p>Tauna Coulson</p> <p></p> <p>Monica Isam</p>	<p><u>13 SEPT 01</u></p> <p>Date</p> <p><u> </u></p> <p>Date</p>

(Signature(s) should conform to names as presented at 201 et seq. above).

INVENTOR NO. 2

Last name of inventor: HERRING	First Name: Serge	Middle Initial:
Residence of Inventor: Deceased	Country of Citizenship: U.S.A.	

SIGNATURES

Signature of Inventor No. 1:

Richard McEwanMailing Address: 1100 W. Katella Ave., Suite J
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Date

Signature of Inventor No. 2:

Executed on behalf of Serge Herring (deceased) by his Co-Executors

Tauna Coulson, Legal Representative for Serge HerringRelationship to Serge Herring: EXECUTOR, MOTHER TO HEATHER
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Monica Isam, Legal Representative for Serge Herring

Relationship to Serge Herring: Executor, daughter

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